

Notice of Allowability

Application No.

09/584,232

Examiner

Jason B. Dunham

Applicant(s)

GREDEN ET AL.

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Examiner's Amendment 2/13/07.
2. ☒ The allowed claim(s) is/are 1-3, 5, 8, 10-13, 15, 18, 23, 28 and 29.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),
Paper No./Mail Date 2/13/07
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____


JEFFREY A. SMITH
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Katrina Lyon (Reg. No. 42,481) on Tuesday, February 13, 2007.

The application has been amended as follows:

In the Claims

The claims have been amended as follows:

Claim 1 (currently amended) A computer implemented method for finding a prospective buyer and providing the identity of the buyer to agents offering for sale at least one of products and services, the method comprising using a computer to perform the following process actions:

providing the buyer with an interactive environment having information relating to the products or services offered by the agents;

creating a profile of the buyer by inferring criteria desired by the buyer by gathering statistics of products or services previously browsed or selected based on the buyer's interaction with the interactive environment, wherein the statistics are analyzed to determine the most common characteristics;

creating a database of buyer profiles and defining groups of specific criteria based on the characteristics for specific buyers;

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comparing the profile with criteria of products or services offered by the agents to match a suitable agent with a suitable buyer based on the created profile of the buyer by automatically matching specific products or services of the agents that the buyer has a potential interest in based on the created profile of the buyer; and automatically providing the identity of the suitable buyer that would allow direct contact of the buyer by the suitable agent to the suitable agent without the suitable agent having to request additional information.

Claim 2 (original) The computer implemented method of claim 1, wherein the interactive environment includes allowing the buyer to graphically interact with information relating to the products or services.

Claim 3 (original) The computer implemented method of claim 2, wherein the buyer selects information relating to the products or services.

Claim 4: (canceled)

Claim 5 (original) The computer implemented method of claim 1, wherein the interactive environment includes providing an interactive questionnaire to the buyer.

Claim 6: (canceled)

Claim 7: (canceled)

Claim 8 (currently amended) The computer implemented method of claim 7 1, further comprising the process action of providing agents access to the database to allow the agents to locate specific buyers based on criteria defined by the agents.

Claim 9: (canceled)

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Claim 10 (currently amended) A computer system for target marketing prospective buyers, comprising:

an interactive browsing environment that allows the prospective buyers to browse information relating to at least one of products or services, each represented by discreet criteria and offered by agents;

a profile generator that creates and stores profiles of the buyers by inferring criteria desired by the buyers by gathering statistics of products or services previously browsed or selected based on the interactive browsing of the buyers, wherein the statistics are analyzed to determine the most common characteristics; and

a comparator that:

creates a database of buyer profiles and defines groups of specific criteria based on the characteristics for specific buyers;

matches the generated profiles with criteria of products and services offered by the agents to match a suitable agent with a suitable buyer based on the created profile of the buyer by automatically matching specific products or services of the agents that the buyer has a potential interest in based on the created profile of the buyer; ~~and the inferred criteria of the buyers to similar criteria representing products or services offered by an agent and~~

automatically provides an identity of matching prospective buyers that would allow direct contact of the buyers by an agent for the sale of at least one of the products and services to the agent without the agent having to request additional information.

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Claim 11 (original) The computer system of claim 10, wherein the interactive browsing environment is a graphical user interface.

Claim 12 (original) The computer system of claim 10, wherein the profile is created based on the browsing habits of the buyer during interaction with the interactive environment.

Claim 13 (original) The computer system of claim 10, wherein the buyers are provided with selections relating to the products or services during interaction with the interactive environment.

Claim 14: (canceled)

Claim 15 (original) The computer system of claim 10, wherein the interactive environment is a graphical interactive questionnaire.

Claim 16: (canceled)

Claim 17: (canceled)

Claim 18 (original) The computer system of claim 10, wherein the agents are provided with access to the database to allow the agents to locate specific buyers based on criteria defined by the agents.

Claim 19: (canceled)

Claim 20: (canceled)

Claim 21: (canceled)

Claim 22: (canceled)

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Claim 23 (currently amended) The computer implemented method of claim 1 22, wherein the buyer is provided with selections relating to real estate offered by the agents during interaction with the interactive environment.

Claim 24: (canceled)

Claim 25: (canceled)

Claim 26: (canceled)

Claim 27: (canceled)

Claim 28 (original) The computer implemented method of claim 1, wherein the identity of the buyer includes name, and email address or telephone number.

Claim 29 (original) The computer system of claim 10, wherein the identity of the buyer includes name, and email address or telephone number.

Claim 30: (canceled)

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Regarding claim 1.

The prior art of record neither anticipates nor fairly and reasonably teaches a method of finding a prospective buyer and providing the identity of the buyer to agents offering for sale at least one of products or services, *inter alia*, which comprises the steps of:

- Providing the buyer with an interactive environment having information relating to the products or services offered by the agents;
- Creating a profile of the buyer by inferring criteria desired by the buyer by gathering statistics of products or services previously browsed or selected based on the buyer's interaction with the interactive environment, wherein the statistics are analyzed to determine the most common characteristics;
- Creating a database of buyer profiles and defining groups of specific criteria based on the characteristics for specific buyers;
- Comparing the profile with criteria of products or services offered by the agents to match a suitable agent with a suitable buyer based on the created profile of the buyer by automatically matching specific products or services of the agents that the buyer has a potential interest in based on the created profile of the buyer; and

- Automatically providing the identity of the suitable buyer that would allow direct contact of the buyer by the suitable agent to the suitable agent without the suitable agent having to request additional information.

The following reference has been identified as the most relevant prior art to the claim invention(s). The prior art mostly relates to a system and method for managing transactions relating to real estate.

Raveis (US 6,321,202 B1) teaches a system and method including the steps of receiving and storing data relating to a plurality of contacts including buyer, sellers, and vendors of real estate. Raveis does not disclose as part of a method of matching prospective buyers and agents, creating a profile of the buyer by inferring criteria desired by the buyer by gathering statistics of products or services previously browsed or selected based on the buyer's interaction with the interactive environment, wherein the statistics are analyzed to determine the most common characteristics; creating a database of buyer profiles and defining groups of specific criteria based on the characteristics for specific buyers; and comparing the profile with criteria of products or services offered by the agents to match a suitable agent with a suitable buyer based on the created profile of the buyer by automatically matching specific products or services of the agents that the buyer has a potential interest in based on the created profile of the buyer, as required by claim 1. Moreover, none of the prior art of record remedies the deficiencies found in Raveis. Claim 10 is a system comprising similar limitations to

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those of the method steps found in claim 1 and is allowable for the same reasons noted above.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Fraser (U.S. 5,664,115) discloses an interactive computer system to match buyers and sellers of real estate, businesses, and other property using the internet.
- Dedrick (U.S. 5,696,965) discloses an electronic information appraisal agent wherein a server returns information indicating whether search criteria matched any information from the agent.
- Verba (U.S. 6,236,977 B1) discloses a computer implemented marketing system using a prediction engine to process historical data to predict how campaigns can best match buyer to seller.
- Forward (U.S. 6,578,011 B1) discloses a system and method for directing and instructing customers to deal with specific merchants using incentives.
- Sezan (U.S. 2005/0131727 A1) discloses a method of using a user's browsing history description to relate to a user's viewing preferences.

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- (WO 97,22074) discloses methods for distributing advertising over a computer network to broker the attention of consumers.
- Homegain.com Launches Service to Match Homebuyers with Real Estate Agents, September 13, 1999, PR Newswire, pages 1-2. discloses a method for matching prospective buyers with real estate agents.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jason B. Dunham whose telephone number is 571-272-8109. The examiner can normally be reached on M-F, 8-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JBD
Patent Examiner



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